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Have you ever had an ad that was a complete dud? Have you ever sunk a ton of money into a campaign and the phone never rang? You're not alone, but there's a better way!

This book teaches entrepreneurs and managers an effective step-by-step process of creating advertisements that hook customers and generate more sales. You'll learn the different ad types, their effect in the different stages of the sales cycle and the best scenarios in which to use them. Along the way, readers will learn the benefits of split testing, creating focus groups, tracking results and the personality traits of people across generational divides. Whether you're creating pay per click ads, email campaigns, billboards or magazine spreads, the principles and techniques taught in this book will apply.

Bonus content includes links to downloadable worksheets and tools that will enhance your learning experience as you follow the steps in this book.

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By Amazon Customer

Gabriel Aluisy has done it again! This book is extremely easy to follow by any business owner, and takes them by the hand to explore an essential checklist for ads. Many people at the helm of businesses and corporations pull the trigger on mass advertising, but this book will help drill down and understand that at the end of the day, it's about thinking around what each individual buyer cares about and responds to. Gabriel's book lays these elementary concepts in a smooth and simple manner, with plenty of examples to follow.

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This book is easy to read

By Kate Cillian

Short and to the point - just how advertising should be! This book is easy to read. The photo examples made it easy to differentiate the various types of ads. On my next road trip, I will be analyzing all of the billboards and will easily recall which type of ad is being displayed. I highly recommend this book to any small business that needs some help with their advertising.

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By Brandtastic

As a marketer myself, my agency has done it's share of ads for clients. Some good, some not so much! This

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